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# ELECTRICAL WHOLESALING

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## THE COMPUTER DECISION TODAY– SYSTEMS, SOLUTIONS AND SUPPORT

THE 11TH ANNUAL MARKET PLANNING GUIDE

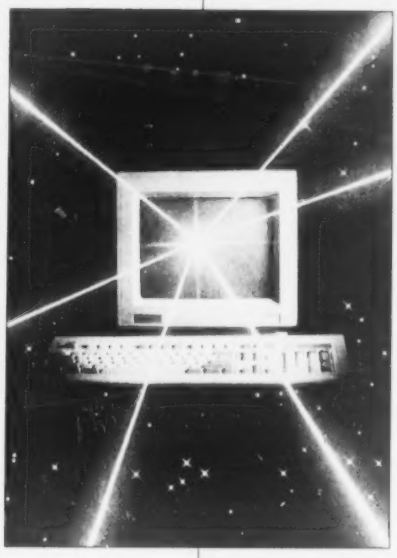
LANDSCAPE LIGHTING

VOLUME 70
NUMBER 11

# ELECTRICAL WHOLESALING

NOVEMBER
1989

## FEATURES



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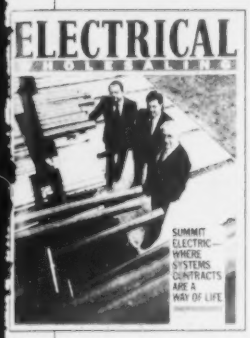


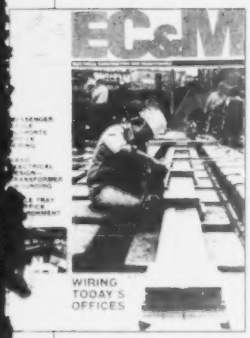

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**ABP**
Association of Business Publishers

The Audit Bureau
Audit Bureau of Circulations


# ELECTRICAL WHOLESALING

## THE PUBLISHER'S NOTE

The three magazines shown here carry a new masthead in their November issues. On Sept. 29, Intertec Publishing Corp. in Overland Park, Kan., purchased ELECTRICAL WHOLESALING and *EC&M* magazines from McGraw-Hill, forming a new electrical group that includes *CEE News*, which Intertec already owned. Intertec has been publishing quality magazines since 1886—for over 103 years. From the looks of it, ELECTRICAL WHOLESALING and *EC&M* are in good hands.

Things change, yet they remain the same. The editorial staffs on all three publications (and on *Electrical Marketing* newsletter) are intact and will remain so, as will the magazines' business managers. As publishers, we will continue to serve our readers with four leading electrical publications dedicated to professional education and business news. We have always claimed to have our arms around this industry, and that premise is now stronger than ever.

Intertec offers a "winning combination" of publications that serves both users of electrical products and the purveyors of those same products. The charters of each magazine are clearly drawn. ELECTRICAL WHOLESALING remains pledged to helping distributors run their businesses more profitably; *EC&M* remains a highly technical publication that offers engineering, installation and maintenance expertise to a dedicated user market; and *CEE News* covers product and industry news in depth in a tabloid format.

Combined, these publications offer a new strength to reader and advertiser alike. I am confident that the magazines will only get better under Intertec leadership and will truly offer a winning combination to anyone reading or advertising in these well-known publications.

We at Intertec are dedicated to both readers and advertisers, and we welcome any comments you care to pass along to us about this new publishing venture.

John G. Behmke

JOHN G. BEHMKE, Publisher


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# REGIONAL FACTBOOK

The Factbook contains data for the nation, nine regions, 50 states and 266 local market areas. A national summary appears at the end of this introductory section. Data grouped by region follow.

RAYMOND VELLA

■ Contained in this Regional Factbook are many of the figures a researcher will need to fill in the market potential worksheets in the previous article. To create individualized data for smaller locales or for areas not listed here, use the information sources listed on the last page of that article.

Here's what can be found by region inside this Factbook:

- How the typical electrical wholesaler divides up sales—by product line, by customer type and by end-use market.
- ELECTRICAL WHOLESALING's estimates on 1989 employment in four end-user markets important to electrical wholesalers.
- The latest data on electrical wholesalers' sales, including forecasts for this year and 1990.

All sales data in this Regional Factbook use the *1982 Census of Wholesale Trade* as their benchmark. (The 1982 Census figures for electrical wholesalers' sales can be found in the November 1985 issue of ELECTRICAL WHOLESALING.) Estimates for sales in 1986, 1987 and 1988 and forecasts for 1989 and 1990 are based on annual surveys conducted by ELECTRICAL WHOLESALING.

Users of the data in this Regional Factbook should note that the metropolitan areas listed almost always include the central city plus surrounding counties. For example, Newark, N.J., covers Essex, Morris, Somerset and Union Counties in New Jersey, a much broader area than most people would assume at first glance.

The sales data for metropolitan areas, based as they are on the *1982 Census of Wholesale Trade*, are grouped into Standard Metropolitan Statistical Areas (SMSAs). Since that time, the government has revised its approach to defining metropolitan areas. The changes reflect population dispersion according to the *1980 Census of Population*. The SMSA is no longer used; this term has been shortened to MSA (Metropolitan Statistical Area). If an area has more than one million population, it's now called a CMSA (Consolidated Metropolitan Statistical Area). These, in turn, consist of major components called PMSAs (Primary Metropolitan Statistical Areas).

The employment data in the Regional Factbook are based on the *1989 Employment and Earnings*, put out by the U.S. Department of Labor; and it uses the new definitions for metropolitan areas.

In many cases, the definitions for the territory covered by the old SMSAs and the new MSAs are the same. For some, however, a county may have been added or deleted. In other words, the data for sales and the data for employment presented here for any given local area may not represent precisely the same collection of counties.

This dichotomy should present no real difficulty. The changing definitions simply represent reality. Cities grow in size, and their influence spreads over greater areas. Or subareas grow large enough to stand and be counted on their own.

In the most recent Census year for wholesale trade (1987), the new definitions were in use for the collecting of Census data. When the Census data becomes fully available, scheduled for 1990, we will benchmark our data to the new series, bringing the sales statistics onto the same basis as the employment statistics for each of the metropolitan areas. □

# THE NATION

## PRODUCT MIX

### ■ Distributors sell a full market basket

| | NATION | NEW ENGLAND | MIDDLE ATLANTIC | EAST NORTH CENTRAL | WEST NORTH CENTRAL | SOUTH ATLANTIC | EAST SOUTH CENTRAL | WEST SOUTH CENTRAL | MOUNTAIN | PACIFIC |
|---|---|---|---|---|---|---|---|---|---|---|
| Residential lighting fixtures | 4.0% | 5.2% | 3.9% | 5.4% | 1.7% | 4.5% | 1.6% | 1.8% | 1.6% | 2.8% |
| C/I lighting fixtures | 7.6% | 9.0% | 10.7% | 7.6% | 6.1% | 5.4% | 4.0% | 8.6% | 3.8% | 6.5% |
| Outdoor lighting fixtures | 2.8% | 5.6% | 3.3% | 1.8% | 2.6% | 2.4% | 1.3% | 3.0% | 1.8% | 1.7% |
| Lamps | 6.4% | 7.4% | 8.5% | 6.0% | 5.6% | 5.0% | 7.6% | 6.7% | 5.1% | 5.2% |
| Ballasts | 1.7% | 1.4% | 1.4% | 1.1% | 1.9% | 1.9% | 1.6% | 2.0% | 1.9% | 2.9% |
| Building wire | 8.9% | 10.8% | 7.3% | 7.0% | 7.4% | 9.2% | 5.5% | 11.5% | 7.6% | 11.4% |
| Portable cords and cables, cord sets | 1.6% | 1.6% | 1.4% | 1.4% | 1.5% | 1.8% | 3.4% | 1.8% | 2.3% | 2.5% |
| Power cable (includes service entrance) | 2.9% | 4.1% | 2.4% | 2.7% | 1.1% | 4.2% | 5.3% | 3.3% | 2.5% | 1.5% |
| Specialty wire (telephone, fiber optic, electronic, undercarpet) | 1.0% | 2.9% | 1.0% | 1.1% | .5% | .8% | .4% | .6% | .7% | .3% |
| Lugs, connectors and terminations | 1.4% | 1.3% | 1.1% | 1.3% | .8% | 1.4% | 1.1% | 2.0% | 1.8% | 4.1% |
| Fasteners and hangers | .7% | .6% | .8% | .7% | .5% | .6% | .5% | 1.2% | 1.4% | .4% |
| Pole line hardware/ utility supplies | 3.4% | .2% | .3% | 4.2% | 6.4% | 4.1% | 1.8% | 5.2% | 7.9% | .1% |
| Electrical tape, insulating materials | .9% | .9% | .8% | 1.1% | 1.0% | 1.0% | 1.5% | 1.0% | .9% | .9% |
| Metal conduit (rigid and flexible) and EMT | 3.8% | 3.1% | 3.6% | 5.2% | 3.1% | 3.0% | 4.0% | 3.6% | 4.2% | 4.2% |
| Nonmetallic conduit | 1.6% | 2.3% | 1.8% | .8% | 1.6% | 1.4% | .6% | 1.8% | 1.8% | 2.4% |
| Conduit fittings and bodies | 3.0% | 2.7% | 2.7% | 3.2% | 1.9% | 3.2% | 4.1% | 3.6% | 3.2% | 3.2% |
| Elbows, couplings and nipples | .9% | 1.2% | .8% | 1.0% | 1.0% | 1.0% | .6% | .9% | 1.4% | 1.0% |
| Boxes | 1.9% | 1.5% | 2.3% | 2.3% | 1.9% | 1.9% | 1.4% | 1.4% | 2.1% | 1.4% |
| Enclosures | 2.3% | 2.9% | 2.2% | 1.7% | 2.7% | 1.8% | 1.7% | 2.2% | 3.8% | 4.8% |
| Panelboards | 3.7% | 3.7% | 2.7% | 2.0% | 4.2% | 3.7% | 3.2% | 5.9% | 2.8% | 4.3% |
| Safety switches | 2.1% | 1.3% | 1.8% | 1.7% | 2.7% | 3.0% | 1.7% | 2.0% | 2.2% | 2.0% |
| Switchgear | 3.5% | 3.1% | 3.3% | 3.2% | 4.5% | 3.1% | 6.0% | 3.6% | 3.7% | 3.5% |
| Circuit breakers (including GFI) and load centers | 4.3% | 2.8% | 5.0% | 4.2% | 2.5% | 4.8% | 5.2% | 5.2% | 3.3% | 3.2% |
| Fuses | 1.9% | 1.1% | 1.7% | 1.6% | 1.8% | 2.4% | 3.1% | 2.0% | 2.5% | 2.1% |
| Transformers (except ballasts) | 2.2% | 1.6% | 1.9% | 2.0% | 5.2% | 1.6% | 2.6% | 1.9% | 3.6% | 1.8% |

## ■ Product Mix-continued

| | NATION | NEW ENGLAND | MIDDLE ATLANTIC | EAST NORTH CENTRAL | WEST NORTH CENTRAL | SOUTH ATLANTIC | EAST SOUTH CENTRAL | WEST SOUTH CENTRAL | MOUNTAIN | PACIFIC |
|---|---|---|---|---|---|---|---|---|---|---|
| Bus duct | .6% | .6% | .6% | .5% | .7% | .8% | .5% | .9% | .2% | .1% |
| Motor controls, starters and relays | 7.3% | 4.8% | 9.4% | 7.5% | 6.9% | 8.7% | 10.5% | 5.8% | 5.5% | 7.8% |
| Programmable logic controllers | 3.9% | 4.8% | 3.5% | 6.2% | 4.2% | 2.2% | 6.1% | 3.4% | 1.3% | 3.8% |
| Industrial computers | .3% | .1% | .3% | .2% | .3% | .2% | .6% | .2% | 1.3% | .7% |
| Motors and drives | 1.6% | .7% | 1.2% | 1.8% | 5.0% | 1.8% | 2.6% | .9% | .8% | .4% |
| Wiring devices (includes GFI types) | 3.5% | 2.8% | 3.6% | 3.4% | 2.6% | 4.3% | 3.0% | 1.9% | 5.6% | 5.3% |
| UPS, computer power conditioning and protection equipment | .4% | .4% | .5% | .2% | .2% | .4% | .5% | .7% | 1.1% | .7% |
| Instruments and test equipment | .5% | .3% | .3% | .5% | .5% | .5% | 2.0% | .7% | 1.7% | .2% |
| Tools (power and manual) | 1.0% | 1.0% | 1.1% | 1.0% | .5% | 1.3% | .5% | .6% | 1.6% | .6% |
| Electric heating equipment | .8% | 1.3% | 1.5% | .7% | .6% | .7% | .5% | .1% | .8% | .5% |
| Air conditioners | .2% | .2% | † | .2% | .7% | .1% | † | † | .2% | .4% |
| Fans and ventilating equipment | 1.1% | 1.0% | 1.0% | 1.0% | .8% | 1.7% | .4% | .6% | 1.6% | .2% |
| Sound, signal/alarm and communications equipment | .5% | .7% | .6% | .3% | .8% | .5% | .2% | .7% | 1.0% | .3% |
| Electric generator sets | .2% | .2% | 1.2% | † | † | .1% | † | † | † | † |
| Electrical appliances, housewares, table lamps | .4% | 1.3% | † | .1% | † | .6% | .1% | .4% | † | .2% |
| Electronic products | 1.0% | .3% | .5% | 2.0% | 4.3% | .5% | 1.8% | .1% | .2% | .4% |
| Other | 2.3% | .9% | 2.0% | 4.2% | 1.6% | 2.3% | 1.1% | .2% | 3.1% | 4.3% |

Data for all types of electrical wholesalers † Less than .1%

# CUSTOMER MIX

## ■ Distributors sell to a broad cross-section of businesses

| | NATION | NEW ENGLAND | MIDDLE ATLANTIC | EAST NORTH CENTRAL | WEST NORTH CENTRAL | SOUTH ATLANTIC | EAST SOUTH CENTRAL | WEST SOUTH CENTRAL | MOUNTAIN | PACIFIC |
|---|---|---|---|---|---|---|---|---|---|---|
| Electrical contractors | 40.8% | 39.6% | 41.4% | 35.5% | 45.1% | 42.9% | 43.3% | 42.3% | 47.9% | 35.2% |
| Non-electrical contractors | 6.5% | 5.8% | 6.8% | 5.5% | 5.7% | 7.4% | 8.1% | 5.2% | 5.0% | 5.7% |
| Commercial/institutional accounts | 7.9% | 9.7% | 8.0% | 7.6% | 7.7% | 7.9% | 7.6% | 5.8% | 7.4% | 8.0% |
| Industrials (for maintenance and repair) | 18.4% | 18.6% | 17.7% | 23.1% | 15.4% | 18.3% | 18.0% | 16.7% | 19.0% | 15.2% |
| Industrials (for OEM) | 6.9% | 6.8% | 7.7% | 11.8% | 4.8% | 3.6% | 3.8% | 6.2% | 4.3% | 8.4% |
| Utilities (private, REA, PUD, municipals) | 3.9% | 3.4% | 2.3% | 2.9% | 8.4% | 4.4% | 3.3% | 6.4% | 4.2% | 4.2% |
| General public (retail) | 4.4% | 5.8% | 5.3% | 4.0% | 3.0% | 5.0% | 4.7% | 3.4% | 2.5% | 4.3% |
| Retailers (for resale) | 4.5% | 3.2% | 3.5% | 4.0% | 5.0% | 4.0% | 5.5% | 5.2% | 3.0% | 7.3% |
| Government (federal, state, local) | 3.5% | 2.9% | 3.2% | 2.9% | 3.8% | 3.4% | 3.4% | 3.2% | 4.8% | 4.4% |
| Other wholesalers | 1.8% | 1.4% | 2.0% | 2.0% | .9% | 1.4% | 1.5% | 2.1% | 1.5% | 3.5% |
| Export | .8% | .3% | 1.8% | .3% | .1% | 1.1% | .2% | 1.0% | .2% | 2.7% |
| Others | .6% | 2.5% | .3% | .4% | .1% | .6% | .6% | 2.5% | .2% | 1.1% |

Data for all types of electrical wholesalers

# MARKET MIX

## The products distributors sell have a variety of end uses

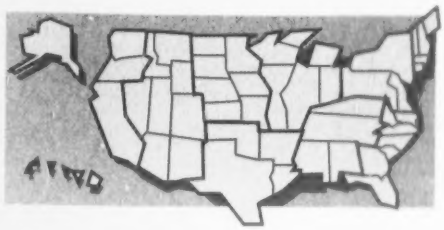
| | NATION | NEW ENGLAND | MIDDLE ATLANTIC | EAST NORTH CENTRAL | WEST NORTH CENTRAL | SOUTH ATLANTIC | EAST SOUTH CENTRAL | WEST SOUTH CENTRAL | MOUNTAIN | PACIFIC |
|---|---|---|---|---|---|---|---|---|---|---|
| Residential new construction | 16.7% | 16.1% | 11.4% | 5.5% | 20.4% | 19.2% | 21.5% | 9.8% | 23.6% | 19.1% |
| Industrial new construction | 13.6% | 19.0% | 10.5% | 11.5% | 11.5% | 16.1% | 17.1% | 11.5% | 8.5% | 9.0% |
| Commercial/ office new construction | 14.5% | 18.0% | 16.2% | 9.6% | 15.6% | 17.0% | 19.2% | 13.0% | 17.5% | 15.1% |
| Industrial maintenance and repair supplies | 20.3% | 18.9% | 20.4% | 28.8% | 11.6% | 21.4% | 16.0% | 21.4% | 15.5% | 13.6% |
| Commercial/ institutional customers | 5.6% | 8.4% | 7.3% | 5.7% | 6.6% | 5.0% | 6.2% | 5.5% | 6.9% | 3.1% |
| Industrial or commercial renovation/retrofit | 7.2% | 8.0% | 9.1% | 9.8% | 5.3% | 6.4% | 6.2% | 8.4% | 6.8% | 8.8% |
| OEMs (for use in the products they make) | 7.1% | 4.0% | 8.5% | 17.3% | 5.1% | 3.9% | 1.0% | 7.0% | 2.0% | 10.9% |
| Utilities | 5.0% | .8% | 2.5% | 1.9% | 14.4% | 2.2% | 5.2% | 14.4% | 5.0% | 1.6% |
| Government | 2.3% | .8% | 2.5% | 3.1% | 2.4% | 3.0% | 2.3% | 1.3% | 3.8% | 2.3% |
| Retailers (for resale) | 2.2% | 1.0% | 1.7% | 3.3% | 1.4% | .5% | 1.8% | 1.4% | 3.4% | 12.4% |
| Export | 1.0% | † | 4.1% | .6% | .3% | .5% | † | 2.9% | .6% | .5% |
| Retail trade/lighting showroom/ D-I-Y supplies | 3.2% | 4.4% | 4.8% | 1.5% | 3.0% | 3.4% | 1.7% | 1.4% | 6.4% | 2.6% |
| Other wholesalers | 1.0% | .5% | .9% | .8% | 1.0% | .9% | 1.8% | 1.6% | 1.3% | .6% |
| Other | .5% | .1% | .1% | .4% | 1.4% | .7% | † | .2% | .1% | .4% |

Data for full-line electrical wholesalers only

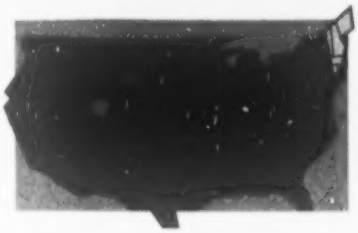
† Less than .1%

## NOTES

**A—sales figures for Pawtucket, R.I., are combined with those for Providence**
**B—sales figures for Ft. Worth-Arlington, Tex., are combined with those for Dallas**
**C—sales figures for Boulder-Longmont, Colo., are combined with those for Denver**
**D—sales figures for Oakland, Calif., are combined with those for San Francisco**
**NA—no data available on 5063 from which to make estimates**
**NR—not reported**
**EC—electrical contractor employees**
**M—manufacturing employees**
**F/S/RT—employment in finance, insurance, real estate, services and retail trade**
**G—government employees**
**Sales given in millions of dollars**



NATION



## NEW ENGLAND

CONNECTICUT
MAINE
MASSACHUSETTS
NEW HAMPSHIRE
RHODE ISLAND
VERMONT

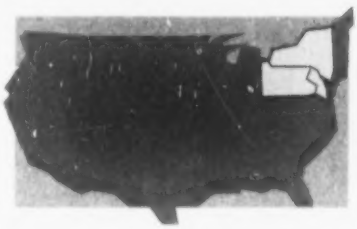
# ELECTRICAL WHOLESALERS' SALES — EMPLOYMENT 1989

## Nation

| | EW estimates | | | EW forecasts | | | | in thousands | |
|---|---|---|---|---|---|---|---|---|---|
| | 1986 | 1987 | 1988 | 1989 | 1990 | EC | M | F/S/RT | G |
| NEW ENGLAND | $1,922.9 | $2,087.1 | $2,344.8 | $2,529.0 | $2,679.4 | 30,900 | 1,331.9 | 3,434.6 | 892.3 |
| MIDDLE ATLANTIC | 5,673.6 | 6,195.8 | 6,867.6 | 7,513.1 | 8,098.7 | 87,905 | 2,906.9 | 8,618.2 | 2,734.9 |
| EAST NORTH CENTRAL | 5,815.1 | 6,117.8 | 7,055.6 | 8,035.8 | 8,588.0 | 76,171 | 4,231.8 | 8,676.2 | 2,816.6 |
| WEST NORTH CENTRAL | 2,190.4 | 2,299.6 | 2,526.8 | 2,825.8 | 3,001.3 | 28,963 | 1,394.4 | 4,319.2 | 1,418.6 |
| SOUTH ATLANTIC | 6,315.6 | 6,873.3 | 7,521.9 | 8,447.2 | 9,020.9 | 113,322 | 3,166.3 | 8,524.0 | 3,513.8 |
| EAST SOUTH CENTRAL | 1,694.8 | 1,814.6 | 2,048.4 | 2,193.8 | 2,352.2 | 23,925 | 1,419.9 | 2,464.4 | 1,096.2 |
| WEST SOUTH CENTRAL | 4,023.4 | 4,119.3 | 4,569.5 | 4,933.0 | 5,244.2 | 45,316 | 1,537.4 | 4,764.7 | 1,955.9 |
| MOUNTAIN | 1,402.8 | 1,389.9 | 1,496.0 | 1,634.2 | 1,698.2 | 24,519 | 638.7 | 2,909.2 | 1,108.6 |
| PACIFIC | 4,945.9 | 5,153.7 | 5,732.9 | 6,459.7 | 6,883.5 | 74,897 | 2,766.1 | 8,056.8 | 2,810.0 |
| **NATION** | **33,984.4** | **36,051.1** | **40,163.4** | **44,571.4** | **47,566.5** | **505,918** | **19,393.4** | **51,767.3** | **18,346.9** |

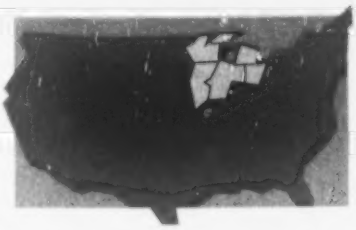
## New England

| | EW estimates | | | EW forecasts | | | | in thousands | |
|---|---|---|---|---|---|---|---|---|---|
| | 1986 | 1987 | 1988 | 1989 | 1990 | EC | M | F/S/RT | G |
| **NEW ENGLAND** | **$1,922.9** | **$2,087.1** | **$2,344.8** | **$2,529.0** | **$2,679.4** | **30,900** | **1,331.9** | **3,434.6** | **892.3** |
| **CONNECTICUT** | **590.1** | **654.4** | **739.9** | **827.4** | **902.8** | **6,799** | **370.8** | **866.8** | **212.9** |
| BRIDGEPORT | 95.1 | 105.5 | 119.3 | 133.4 | 147.2 | 827 | 56.2 | 99.0 | 20.0 |
| HARTFORD | 206.6 | 223.6 | 256.3 | 292.4 | 319.1 | 1,883 | 89.4 | 271.3 | 63.4 |
| NEW BRITAIN | NA | NA | NA | NA | NA | 414 | 19.0 | 29.5 | 6.8 |
| NEW HAVEN-WEST HAVEN | 62.0 | 68.7 | 77.7 | 86.9 | 94.8 | 1,293 | 47.4 | 135.9 | 32.6 |
| STAMFORD | 41.2 | 45.7 | 51.7 | 57.8 | 63.1 | 493 | 21.8 | 74.8 | 10.8 |
| WATERBURY | NA | NA | NA | NA | NA | 449 | 23.5 | 39.8 | 12.9 |
| **MAINE** | **149.3** | **163.6** | **184.1** | **203.9** | **215.9** | **2,135** | **105.6** | **239.7** | **95.1** |
| LEWISTON-AUBURN | NA | NA | NA | NA | NA | 139 | 10.1 | 21.2 | 4.0 |
| PORTLAND | NA | NA | NA | NA | NA | 586 | 17.4 | 73.5 | 17.0 |
| **MASSACHUSETTS** | **926.0** | **995.3** | **1,119.5** | **1,173.1** | **1,224.2** | **16,422** | **575.9** | **1,721.0** | **409.3** |
| BOSTON | 667.6 | 733.1 | 833.6 | 913.0 | 973.0 | 8,670 | 267.5 | 1,049.3 | 208.9 |
| BROCKTON | NA | NA | NA | NA | NA | 518 | 11.1 | 37.4 | 12.4 |
| FALL RIVER | NA | NA | NA | NA | NA | 425 | 15.1 | 25.6 | 7.1 |
| FITCHBURG-LEOMINSTER | NA | NA | NA | NA | NA | 334 | 12.3 | 18.6 | 4.9 |
| LAWRENCE-HAVERHILL | NA | NA | NA | NA | NA | 932 | 47.3 | 74.0 | 21.8 |
| LOWELL | NA | NA | NA | NA | NA | 724 | 36.1 | 44.4 | 13.7 |
| NEW BEDFORD | NA | NA | NA | NA | NA | 460 | 18.1 | 30.0 | 10.6 |
| PITTSFIELD | NA | NA | NA | NA | NA | NA | 10.9 | 21.0 | 4.9 |
| SPRINGFIELD | 66.1 | 71.0 | 82.8 | 84.9 | 89.3 | 1,288 | 50.3 | 124.0 | 38.1 |
| WORCESTER | 71.0 | 78.1 | 87.8 | 92.1 | 96.1 | 1,254 | 45.8 | 110.8 | 25.4 |
| **NEW HAMPSHIRE** | **89.7** | **96.8** | **107.4** | **109.8** | **114.0** | **2,235** | **117.4** | **261.8** | **72.1** |
| MANCHESTER | NA | NA | NA | NA | NA | 403 | 11.5 | 49.2 | 9.1 |
| NASHUA | NA | NA | NA | NA | NA | 293 | 35.9 | 40.0 | 7.4 |
| PORTSMOUTH-DOVER-ROCHESTER, N.H.-ME. | NA | NA | NA | NA | NA | 371 | 20.5 | 51.9 | 26.0 |



## MIDDLE ATLANTIC

**NEW JERSEY**
**NEW YORK**
**PENNSYLVANIA**



## EAST NORTH CENTRAL

**ILLINOIS**
**INDIANA**
**MICHIGAN**
**OHIO**
**WISCONSIN**

### New England-continued

| | EW estimates | | | EW forecasts | | | in thousands | | |
|---|---|---|---|---|---|---|---|---|---|
| | 1986 | 1987 | 1988 | 1989 | 1990 | EC | M | F/S/RT | G |
| **RHODE ISLAND** | **102.8** | **99.3** | **106.2** | **117.7** | **119.9** | **2,070** | **113.3** | **224.4** | **60.5** |
| PAWTUCKET-WOONSOCKET-ATTLEBORO | A | A | A | A | A | 626 | 49.5 | 54.5 | 10.3 |
| PROVIDENCE | 105.9 | 102.2 | 109.4 | 120.4 | 122.6 | 1,558 | 70.6 | 164.9 | 45.0 |
| **VERMONT** | **64.8** | **77.8** | **87.6** | **97.0** | **102.7** | **1,239** | **48.9** | **120.8** | **42.4** |
| BARRE-MONTPELIER | NA | NA | NA | NA | NA | 127 | 5.0 | 17.1 | 8.3 |
| BURLINGTON | NA | NA | NA | NA | NA | 302 | 16.1 | 37.1 | 12.4 |

## Middle Atlantic

| | EW estimates | | | EW forecasts | | | in thousands | | |
|---|---|---|---|---|---|---|---|---|---|
| | 1986 | 1987 | 1988 | 1989 | 1990 | EC | M | F/S/RT | G |
| **MIDDLE ATLANTIC** | **$5,673.6** | **$6,195.8** | **$6,867.6** | **$7,513.1** | **$8,098.7** | **87,905** | **2,906.9** | **8,618.2** | **2,734.9** |
| **NEW JERSEY** | **1,543.3** | **1,708.5** | **1,879.1** | **1,949.1** | **2,053.8** | **19,844** | **661.2** | **1,766.7** | **560.6** |
| ATLANTIC CITY | NA | NA | NA | NA | NA | 659 | 8.5 | 110.4 | 25.3 |
| BERGEN-PASSAIC | NA | NA | NA | NA | NA | 2,998 | 156.3 | 334.4 | 70.7 |
| CAMDEN | NA | NA | NA | NA | NA | 2,170 | 72.5 | 215.2 | 73.9 |
| JERSEY CITY | 88.7 | 98.2 | 108.0 | 112.0 | 118.0 | 1,316 | 45.5 | 93.3 | 41.6 |
| MIDDLESEX-SOMERSET-HUNTERDON | 335.0 | 373.2 | 410.5 | 425.7 | 448.6 | 2,975 | 116.2 | 235.8 | 74.5 |
| MONMOUTH-OCEAN | 65.5 | 72.6 | 79.8 | 82.8 | 87.3 | 2,034 | 29.5 | 174.9 | 63.4 |
| NEWARK | 439.8 | 472.6 | 519.8 | 539.1 | 568.1 | 6,244 | 171.8 | 462.8 | 140.4 |
| TRENTON | NA | NA | NA | NA | NA | 485 | 30.8 | 90.9 | 55.6 |
| VINELAND-MILLVILLE-BRIDGETON | NA | NA | NA | NA | NA | 879 | 15.3 | 22.9 | 11.9 |
| **NEW YORK** | **2,743.2** | **2,969.8** | **3,261.9** | **3,637.1** | **3,937.0** | **46,481** | **1,192.0** | **4,309.0** | **1,468.4** |
| ALBANY-SCHENECTADY-TROY | 86.2 | 104.0 | 115.4 | 133.9 | 152.7 | 1,671 | 47.6 | 194.6 | 114.1 |
| BINGHAMTON | NA | NA | NA | NA | NA | 756 | 36.5 | 46.7 | 21.8 |
| BUFFALO | 165.2 | 176.3 | 193.6 | 215.9 | 233.7 | 1,476 | 77.3 | 235.5 | 75.3 |
| ELMIRA | NA | NA | NA | NA | NA | 197 | 9.2 | 19.0 | 7.1 |
| NASSAU-SUFFOLK | 717.1 | 776.3 | 822.9 | 896.9 | 959.7 | 5,881 | 164.2 | 595.9 | 187.5 |
| NEW YORK | 1,410.7 | 1,510.4 | 1,733.9 | 1,976.7 | 2,174.4 | 24,598 | 357.7 | 2,060.9 | 606.0 |
| NIAGARA FALLS | NA | NA | NA | NA | NA | 190 | 23.7 | 33.6 | 13.3 |
| ORANGE COUNTY | NA | NA | NA | NA | NA | 654 | 15.3 | 47.4 | 23.6 |
| POUGHKEEPSIE | NA | NA | NA | NA | NA | 649 | 30.0 | 49.1 | 24.6 |
| ROCHESTER | 153.0 | 178.3 | 195.8 | 218.4 | 236.4 | 1,962 | 137.9 | 215.9 | 69.1 |
| ROCKLAND COUNTY | NA | NA | NA | NA | NA | 626 | 15.4 | 47.9 | 21.3 |
| SYRACUSE | 123.1 | 143.1 | 157.2 | 175.3 | 189.7 | 1,435 | 54.1 | 152.3 | 52.5 |
| UTICA-ROME | NA | NA | NA | NA | NA | 197 | 25.0 | 55.7 | 30.9 |
| WESTCHESTER COUNTY | NA | NA | NA | NA | NA | 3,013 | 62.0 | 215.7 | 57.4 |
| **PENNSYLVANIA** | **1,387.1** | **1,517.4** | **1,726.6** | **1,926.9** | **2,107.9** | **21,579** | **1,053.7** | **2,542.5** | **705.9** |
| ALLENTOWN-BETHLEHEM | 75.1 | 82.1 | 93.4 | 104.3 | 114.0 | 1,417 | 77.0 | 132.5 | 31.1 |

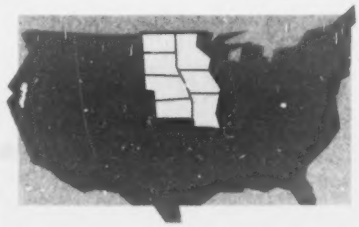
## Middle Atlantic-continued

| | EW estimates | | | EW forecasts | | in thousands | | | |
|---|---|---|---|---|---|---|---|---|---|
| | 1986 | 1987 | 1988 | 1989 | 1990 | EC | M | F/S/RT | G |
| ALTOONA | NA | NA | NA | NA | NA | 280 | 10.9 | 23.5 | 7.3 |
| BEAVER COUNTY | NA | NA | NA | NA | NA | 26 | 9.3 | 22.8 | 8.1 |
| ERIE | NA | NA | NA | NA | NA | 293 | 35.7 | 53.0 | 14.3 |
| HARRISBURG-LEBANON-CARLISLE | 34.3 | 42.3 | 48.1 | 53.7 | 58.8 | 842 | 51.4 | 138.1 | 66.9 |
| JOHNSTOWN | NA | NA | NA | NA | NA | 176 | 13.8 | 38.1 | 13.2 |
| LANCASTER | 40.0 | 43.8 | 49.8 | 55.6 | 60.8 | 1,841 | 59.3 | 83.0 | 16.3 |
| PHILADELPHIA | 793.8 | 837.2 | 913.9 | 1,012.9 | 1,132.3 | 9,948 | 363.6 | 1,166.8 | 303.2 |
| PITTSBURGH | 246.1 | 270.2 | 302.6 | 326.8 | 358.9 | 4,098 | 126.6 | 503.1 | 108.9 |
| READING | NA | NA | NA | NA | NA | 581 | 48.7 | 65.5 | 17.4 |
| SCRANTON-WILKES-BARRE | NA | NA | NA | NA | NA | 1,549 | 71.9 | 140.1 | 42.4 |
| WILLIAMSPORT | NA | NA | NA | NA | NA | 161 | 16.2 | 21.6 | 7.1 |
| YORK | 41.6 | 45.5 | 51.8 | 57.8 | 63.2 | 595 | 62.0 | 70.4 | 18.9 |

## East North Central

| | EW estimates | | | EW forecasts | | in thousands | | | |
|---|---|---|---|---|---|---|---|---|---|
| | 1986 | 1987 | 1988 | 1989 | 1990 | EC | M | F/S/RT | G |
| **EAST NORTH CENTRAL** | **$5,815.1** | **$6,117.8** | **$7,055.6** | **$8,035.8** | **$8,588.0** | **76,171** | **4,231.8** | **8,676.2** | **2,816.6** |
| **ILLINOIS** | **1,593.0** | **1,730.8** | **2,022.7** | **2,394.9** | **2,588.0** | **23,348** | **981.0** | **2,540.0** | **735.9** |
| AURORA-ELGIN | NA | NA | NA | NA | NA | 683 | 38.3 | 70.9 | 16.0 |
| BLOOMINGTON-NORMAL | NA | NA | NA | NA | NA | 178 | 8.1 | 32.9 | 13.3 |
| CHAMPAIGN-URBANA-RANTOUL | NA | NA | NA | NA | NA | 198 | 9.0 | 34.9 | 35.4 |
| CHICAGO | 1,264.0 | 1,346.0 | 1,553.8 | 1,862.6 | 2,047.1 | 17,829 | 564.7 | 1,651.5 | 372.9 |
| DAVENPORT-ROCK ISLAND-MOLINE | 41.5 | 45.4 | 53.1 | 62.8 | 67.9 | 488 | 32.8 | 72.1 | 27.2 |
| DECATUR | NA | NA | NA | NA | NA | 343 | 13.7 | 22.1 | 5.7 |
| JOLIET | NA | NA | NA | NA | NA | 702 | 19.4 | 42.4 | 17.4 |
| KANKAKEE | NA | NA | NA | NA | NA | 108 | 5.6 | 16.8 | 6.7 |
| LAKE COUNTY | NA | NA | NA | NA | NA | 1,144 | 44.4 | 93.6 | 32.2 |
| PEORIA | 48.4 | 52.6 | 61.5 | 72.8 | 78.7 | 436 | 35.6 | 68.0 | 16.4 |
| ROCKFORD | 48.4 | 52.6 | 61.5 | 72.8 | 78.7 | 327 | 45.6 | 55.7 | 11.9 |
| SPRINGFIELD | NA | NA | NA | NA | NA | 361 | 3.6 | 49.8 | 33.1 |
| **INDIANA** | **740.4** | **785.9** | **935.8** | **1,090.1** | **1,218.4** | **10,959** | **637.1** | **1,078.5** | **373.7** |
| ANDERSON | NA | NA | NA | NA | NA | 134 | 17.1 | 21.0 | 6.5 |
| BLOOMINGTON | NA | NA | NA | NA | NA | 253 | 10.6 | 21.4 | 17.7 |
| ELKHART-GOSHEN | NA | NA | NA | NA | NA | 184 | 58.0 | 32.4 | 6.0 |
| EVANSVILLE | 60.8 | 64.5 | 76.8 | 89.5 | 100.0 | 834 | 31.7 | 63.9 | 13.1 |
| FT. WAYNE | 52.0 | 55.2 | 65.7 | 76.6 | 85.6 | 767 | 53.5 | 89.3 | 18.6 |
| GARY-HAMMOND | 54.4 | 57.7 | 68.7 | 80.0 | 89.5 | 1,879 | 57.2 | 106.2 | 32.4 |
| INDIANAPOLIS | 242.4 | 269.3 | 320.7 | 373.6 | 417.5 | 3,213 | 106.9 | 323.1 | 97.6 |
| LAFAYETTE-WEST LAFAYETTE | NA | NA | NA | NA | NA | 265 | 12.4 | 25.4 | 17.9 |
| MUNCIE | NA | NA | NA | NA | NA | 282 | 11.2 | 23.2 | 11.6 |
| SOUTH BEND--MISHAWAKA | NA | NA | NA | NA | NA | 820 | 23.3 | 65.4 | 11.9 |
| TERRE HAUTE | NA | NA | NA | NA | NA | 185 | 10.1 | 25.6 | 10.0 |
| **MICHIGAN** | **1,269.0** | **1,196.9** | **1,376.2** | **1,504.5** | **1,548.7** | **16,398** | **952.3** | **1,773.6** | **645.3** |
| ANN ARBOR | NA | NA | NA | NA | NA | 518 | 38.8 | 69.6 | 50.6 |
| BATTLE CREEK | NA | NA | NA | NA | NA | 115 | 15.4 | 25.0 | 12.1 |
| BENTON HARBOR | NA | NA | NA | NA | NA | 180 | 22.4 | 28.9 | 8.9 |
| DETROIT | 710.1 | 670.7 | 715.9 | 808.5 | 847.1 | 8,383 | 468.2 | 952.6 | 255.5 |
| FLINT | NA | NA | NA | NA | NA | 532 | 51.3 | 73.7 | 23.9 |
| GRAND RAPIDS | 115.8 | 109.2 | 125.6 | 137.3 | 141.3 | 1,815 | 99.9 | 151.5 | 33.4 |
| JACKSON | NA | NA | NA | NA | NA | 168 | 14.0 | 21.5 | 10.3 |
| KALAMAZOO | NA | NA | NA | NA | NA | 521 | 30.6 | 49.8 | 16.1 |

## WEST NORTH CENTRAL



IOWA
KANSAS
MINNESOTA
MISSOURI
NEBRASKA
NORTH DAKOTA
SOUTH DAKOTA

## SOUTH ATLANTIC

DELAWARE
DISTRICT OF COLUMBIA
FLORIDA
GEORGIA
MARYLAND
NORTH CAROLINA
SOUTH CAROLINA
VIRGINIA
WEST VIRGINIA

### East North Central-continued

| | EW estimates | | | EW forecasts | | in thousands | | | |
|---|---|---|---|---|---|---|---|---|---|
| | 1986 | 1987 | 1988 | 1989 | 1990 | EC | M | F/S/RT | G |
| LANSING-EAST LANSING | 51.9 | 49.0 | 56.3 | 61.6 | 63.4 | 710 | 32.5 | 91.3 | 70.4 |
| MUSKEGON | NA | NA | NA | NA | NA | 345 | 16.4 | 24.1 | 9.3 |
| SAGINAW-BAY CITY-MIDLAND | NA | NA | NA | NA | NA | 638 | 43.4 | 70.2 | 21.4 |
| **OHIO** | **1,812.8** | **1,965.9** | **2,203.2** | **2,448.7** | **2,599.9** | **18,261** | **1,107.9** | **2,271.4** | **718.7** |
| AKRON | 82.7 | 89.7 | 100.5 | 111.7 | 118.6 | 894 | 66.0 | 127.6 | 46.2 |
| CANTON | NA | NA | NA | NA | NA | 634 | 45.8 | 75.7 | 21.1 |
| CINCINNATI | 283.2 | 312.6 | 350.3 | 389.4 | 413.4 | 2,862 | 146.4 | 363.1 | 92.0 |
| CLEVELAND | 581.2 | 615.6 | 689.9 | 766.8 | 814.1 | 3,050 | 204.9 | 463.9 | 117.5 |
| COLUMBUS | 300.6 | 360.7 | 404.2 | 449.3 | 477.0 | 3,068 | 102.9 | 365.7 | 127.6 |
| DAYTON-SPRINGFIELD | 125.3 | 135.9 | 152.3 | 169.3 | 179.7 | 1,710 | 104.7 | 209.8 | 76.5 |
| TOLEDO | 118.5 | 128.5 | 144.0 | 160.1 | 169.9 | 1,641 | 61.4 | 146.3 | 45.2 |
| YOUNGSTOWN-WARREN | 77.8 | 84.4 | 94.6 | 105.1 | 111.6 | 622 | 50.1 | 98.2 | 24.9 |
| **WISCONSIN** | **400.0** | **438.4** | **517.7** | **597.7** | **633.1** | **7,205** | **553.5** | **1,012.7** | **343.0** |
| APPLETON-OSHKOSH | NA | NA | NA | NA | NA | 906 | 52.5 | 62.8 | 17.7 |
| EAU CLAIRE | NA | NA | NA | NA | NA | 139 | 11.8 | 27.1 | 11.5 |
| GREEN BAY | NA | NA | NA | NA | NA | 291 | 25.4 | 45.4 | 11.4 |
| JANESVILLE-BELOIT | NA | NA | NA | NA | NA | 196 | 17.3 | 25.5 | 7.5 |
| KENOSHA | NA | NA | NA | NA | NA | 179 | 13.3 | 17.8 | 6.5 |
| LA CROSSE | NA | NA | NA | NA | NA | 120 | 10.7 | 30.5 | 8.3 |
| MADISON | 41.2 | 45.2 | 53.4 | 61.6 | 66.9 | 470 | 24.9 | 101.9 | 59.1 |
| MILWAUKEE | 183.3 | 204.2 | 229.9 | 251.2 | 260.3 | 2,492 | 176.5 | 372.0 | 84.5 |
| RACINE | NA | NA | NA | NA | NA | 230 | 26.3 | 32.2 | 8.5 |
| WAUSAU | NA | NA | NA | NA | NA | 216 | 14.1 | 22.3 | 6.4 |

## West North Central

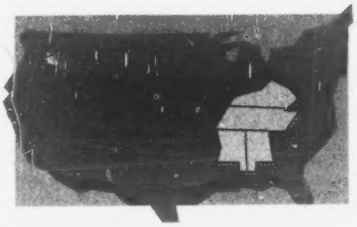
| | EW estimates | | | EW forecasts | | in thousands | | | |
|---|---|---|---|---|---|---|---|---|---|
| | 1986 | 1987 | 1988 | 1989 | 1990 | EC | M | F/S/RT | G |
| WEST NORTH CENTRAL | $2,190.4 | $2,299.6 | $2,526.8 | $2,825.8 | $3,001.3 | 28,963 | 1,394.4 | 4,319.2 | 1,418.6 |
| **IOWA** | **255.9** | **280.2** | **315.1** | **354.6** | **371.4** | **3,408** | **233.8** | **563.9** | **221.1** |
| CEDAR RAPIDS | NA | NA | NA | NA | NA | 308 | 23.7 | 43.1 | 10.2 |
| DES MOINES | 68.6 | 75.2 | 84.0 | 94.6 | 98.2 | 495 | 26.3 | 127.1 | 30.8 |
| DUBUQUE | NA | NA | NA | NA | NA | 80 | 12.4 | 21.4 | 3.4 |
| SIOUX CITY | NA | NA | NA | NA | NA | 112 | 10.5 | 27.3 | 6.6 |
| WATERLOO-CEDAR FALLS | NA | NA | NA | NA | NA | 144 | 15.4 | 29.2 | 13.1 |
| **KANSAS** | **518.2** | **556.0** | **577.8** | **634.0** | **671.7** | **3,147** | **185.0** | **471.8** | **217.1** |
| TOPEKA | NA | NA | NA | NA | NA | 198 | 9.3 | 43.7 | 22.6 |
| WICHITA | 78.3 | 84.1 | 87.4 | 95.9 | 101.6 | 974 | 63.9 | 110.5 | 30.6 |
| **MINNESOTA** | **489.8** | **521.0** | **596.4** | **690.0** | **745.1** | **8,203** | **397.2** | **1,019.0** | **341.6** |
| DULUTH | NA | NA | NA | NA | NA | 229 | 8.1 | 42.6 | 22.8 |
| MINNEAPOLIS-ST. PAUL | 305.6 | 324.0 | 370.9 | 429.1 | 463.4 | 5,685 | 267.4 | 681.6 | 186.1 |

## ■ West North Central-continued

| | EW estimates | | | EW forecasts | | in thousands | | | |
|---|---|---|---|---|---|---|---|---|---|
| | 1986 | 1987 | 1988 | 1989 | 1990 | EC | M | F/S/RT | G |
| ROCHESTER | NA | NA | NA | NA | NA | 186 | 11.3 | 37.3 | 6.6 |
| ST. CLOUD | NA | NA | NA | NA | NA | 258 | 13.5 | 34.9 | 13.6 |
| **MISSOURI** | **614.2** | **608.5** | **652.6** | **711.0** | **737.9** | **8,592** | **434.3** | **1,070.4** | **367.9** |
| KANSAS CITY | 540.9 | 535.8 | 577.6 | 629.2 | 653.1 | 2,820 | 110.2 | 379.0 | 119.2 |
| ST. LOUIS | 359.6 | 345.2 | 373.2 | 404.1 | 430.8 | 5,004 | 226.9 | 582.5 | 143.7 |
| SPRINGFIELD | 27.3 | 27.0 | 29.0 | 31.5 | 32.7 | 409 | 21.2 | 57.6 | 15.0 |
| **NEBRASKA** | **137.5** | **149.2** | **174.2** | **196.8** | **215.2** | **4,119** | **97.7** | **346.0** | **142.4** |
| LINCOLN | NA | NA | NA | NA | NA | 1,990 | 15.1 | 56.2 | 32.0 |
| OMAHA | 74.4 | 80.7 | 94.2 | 106.5 | 116.4 | 1,058 | 35.4 | 176.8 | 47.4 |
| **NORTH DAKOTA** | **111.3** | **119.0** | **139.0** | **155.7** | **164.2** | **898** | **16.1** | **126.0** | **67.1** |
| BISMARCK | NA | NA | NA | NA | NA | 112 | 2.2 | 20.3 | 8.8 |
| FARGO-MOORHEAD | NA | NA | NA | NA | NA | 439 | 5.1 | 41.1 | 14.7 |
| GRAND FORKS | NA | NA | NA | NA | NA | 85 | 1.7 | 14.2 | 9.7 |
| **SOUTH DAKOTA** | **63.4** | **65.7** | **71.7** | **83.6** | **95.6** | **597** | **30.3** | **722.2** | **61.4** |
| RAPID CITY | NA | NA | NA | NA | NA | 82 | 3.2 | 18.2 | 7.5 |
| SIOUX FALLS | NA | NA | NA | NA | NA | 184 | 8.1 | 39.9 | 7.7 |

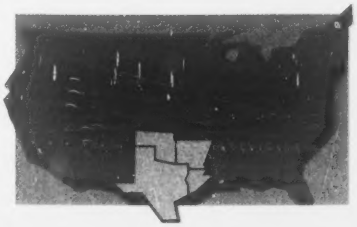
## ■ South Atlantic

| | EW estimates | | | EW forecasts | | in thousands | | | |
|---|---|---|---|---|---|---|---|---|---|
| | 1986 | 1987 | 1988 | 1989 | 1990 | EC | M | F/S/RT | G |
| **SOUTH ATLANTIC** | **$6,315.6** | **$6,873.3** | **$7,521.9** | **$8,447.2** | **$9,020.9** | **113,322** | **3,166.3** | **8,524.0** | **3,513.8** |
| **DELAWARE** | **88.5** | **99.0** | **121.1** | **127.0** | **127.5** | **2,041** | **71.8** | **168.6** | **48.5** |
| WILMINGTON | 52.5 | 59.9 | 73.3 | 76.9 | 77.2 | 1,577 | 61.2 | 142.5 | 38.8 |
| **D.C.** | **263.2** | **285.9** | **317.6** | **348.2** | **370.2** | **461** | **16.1** | **342.9** | **275.6** |
| WASHINGTON, D.C.-MD.-VA. | 789.8 | 870.9 | 967.2 | 1,060.4 | 1,127.5 | 12,847 | 86.6 | 1,229.5 | 587.1 |
| **FLORIDA** | **2,092.6** | **2,195.5** | **2,315.0** | **2,745.5** | **2,908.1** | **35,598** | **545.9** | **2,120.4** | **819.1** |
| DAYTONA BEACH | NA | NA | NA | NA | NA | 813 | 12.0 | 46.8 | 20.3 |
| FT. LAUDERDALE-HOLLYWOOD-POMPANO BEACH | 207.5 | 217.7 | 229.5 | 272.2 | 288.4 | 4,725 | 46.9 | 202.8 | 65.0 |
| FT. MYERS-CAPE CORAL | NA | NA | NA | NA | NA | 1,116 | 6.6 | 54.6 | 18.3 |
| JACKSONVILLE | 123.0 | 129.0 | 136.0 | 161.3 | 170.9 | 3,498 | 39.2 | 167.6 | 61.5 |
| MELBOURNE-TITUSVILLE-PALM BAY | NA | NA | NA | NA | NA | 988 | 30.3 | 60.9 | 21.8 |
| MIAMI-HIALEAH | 919.1 | 964.3 | 1,016.8 | 1,205.9 | 1,277.3 | 3,834 | 93.1 | 343.7 | 120.3 |
| ORLANDO | 193.7 | 223.0 | 235.1 | 278.9 | 295.4 | 3,811 | 56.8 | 232.1 | 60.3 |
| PENSACOLA | NA | NA | NA | NA | NA | 975 | 11.3 | 44.6 | 30.0 |
| SARASOTA | NA | NA | NA | NA | NA | 750 | 8.9 | 51.5 | 14.3 |
| TALLAHASSEE | NA | NA | NA | NA | NA | 507 | 4.9 | 33.5 | 50.1 |
| TAMPA-ST. PETERSBURG-CLEARWATER | 476.8 | 500.2 | 527.4 | 625.5 | 662.5 | 5,652 | 97.6 | 362.2 | 109.0 |
| WEST PALM BEACH-BOCA RATON-DELRAY BEACH | 136.7 | 143.4 | 151.2 | 179.3 | 189.9 | 2,884 | 34.0 | 163.3 | 46.9 |
| **GEORGIA** | **994.4** | **1,105.2** | **1,218.8** | **1,290.9** | **1,326.9** | **14,847** | **565.5** | **1,291.2** | **515.9** |
| ATHENS | NA | NA | NA | NA | NA | 55 | 15.1 | 22.5 | 20.1 |
| ATLANTA | 657.4 | 696.0 | 767.5 | 812.9 | 835.6 | 9,983 | 176.5 | 716.0 | 210.5 |
| AUGUSTA | NA | NA | NA | NA | NA | 600 | 36.2 | 63.4 | 33.9 |
| COLUMBUS | NA | NA | NA | NA | NA | 517 | 21.1 | 38.6 | 20.8 |
| MACON-WARNER ROBINS | NA | NA | NA | NA | NA | 481 | 18.6 | 51.4 | 34.4 |
| SAVANNAH | NA | NA | NA | NA | NA | 523 | 17.6 | 47.7 | 16.5 |



## EAST SOUTH CENTRAL

**ALABAMA**
**KENTUCKY**
**MISSISSIPPI**
**TENNESSEE**



## WEST SOUTH CENTRAL

**ARKANSAS**
**LOUISIANA**
**OKLAHOMA**
**TEXAS**

### ■ South Atlantic-continued

| | EW estimates | | | EW forecasts | | in thousands | | | |
|---|---|---|---|---|---|---|---|---|---|
| | 1986 | 1987 | 1988 | 1989 | 1990 | EC | M | F/S/RT | G |
| **MARYLAND** | **620.0** | **712.3** | **805.4** | **957.3** | **1,093.3** | **15,269** | **205.5** | **1,138.4** | **416.9** |
| BALTIMORE | 336.6 | 386.8 | 437.3 | 519.8 | 593.7 | 7,422 | 129.7 | 592.5 | 213.0 |
| **NORTH CAROLINA** | **857.5** | **973.6** | **1,131.1** | **1,235.3** | **1,320.1** | **15,786** | **866.1** | **1,190.6** | **468.7** |
| ASHEVILLE | NA | NA | NA | NA | NA | 931 | 19.1 | 37.9 | 12.4 |
| CHARLOTTE-GASTONIA | 232.2 | 278.7 | 326.4 | 365.9 | 400.7 | 2,755 | 155.2 | 242.2 | 66.3 |
| GREENSBORO-WINSTON SALEM-HIGH POINT | 154.4 | 175.3 | 203.7 | 222.4 | 237.7 | 1,144 | 150.4 | 194.8 | 55.7 |
| RALEIGH-DURHAM | 113.3 | 128.6 | 149.4 | 165.2 | 174.4 | 2,124 | 61.5 | 189.8 | 89.8 |
| **SOUTH CAROLINA** | **355.0** | **410.9** | **424.3** | **447.9** | **487.2** | **10,472** | **383.6** | **616.2** | **275.6** |
| CHARLESTON | 66.0 | 76.5 | 79.0 | 83.4 | 90.7 | 1,365 | 21.6 | 87.3 | 53.6 |
| COLUMBIA | 70.6 | 69.0 | 71.2 | 75.2 | 81.8 | 1,853 | 30.3 | 104.1 | 65.5 |
| GREENVILLE-SPARTANBURG | 112.4 | 135.6 | 140.0 | 147.8 | 160.8 | 5,297 | 102.4 | 126.6 | 43.1 |
| **VIRGINIA** | **891.5** | **930.6** | **1,019.9** | **1,092.6** | **1,150.0** | **17,064** | **424.9** | **1,383.6** | **566.4** |
| BRISTOL | NA | NA | NA | NA | NA | 134 | 10.9 | 13.0 | 5.4 |
| CHARLOTTESVILLE | NA | NA | NA | NA | NA | 234 | 8.6 | 27.6 | 23.1 |
| DANVILLE | NA | NA | NA | NA | NA | 171 | 16.7 | 15.1 | 5.3 |
| LYNCHBURG | NA | NA | NA | NA | NA | 321 | 22.7 | 32.0 | 9.4 |
| NORFOLK-VIRGINIA BEACH-NEWPORT NEWS | 168.3 | 175.7 | 192.6 | 206.3 | 217.1 | 3,388 | 67.3 | 276.4 | 131.0 |
| NORTHERN VIRGINIA | NA | NA | NA | NA | NA | 5,941 | 34.0 | 441.6 | 147.9 |
| RICHMOND-PETERSBURG | 203.6 | 212.6 | 233.0 | 249.6 | 262.7 | 3,316 | 61.7 | 219.3 | 96.4 |
| ROANOKE | NA | NA | NA | NA | NA | 1,329 | 19.6 | 61.9 | 15.4 |
| **WEST VIRGINIA** | **152.9** | **160.1** | **168.8** | **202.4** | **237.6** | **1,783** | **86.9** | **271.9** | **127.1** |
| CHARLESTON | 42.5 | 46.0 | 48.5 | 58.2 | 68.3 | 234 | 11.2 | 54.7 | 20.9 |
| HUNTINGTON-ASHLAND | NA | NA | NA | NA | NA | 276 | 20.3 | 48.0 | 18.9 |
| PARKERSBURG-MARIETTA | NA | NA | NA | NA | NA | 53 | 14.0 | 27.9 | 10.1 |
| WHEELING | NA | NA | NA | NA | NA | 78 | 7.4 | 31.4 | 9.6 |

## ■ East South Central

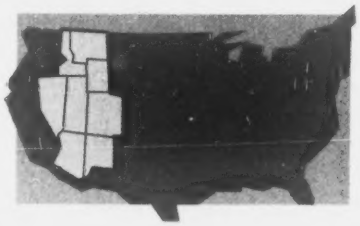
| | EW estimates | | | EW forecasts | | in thousands | | | |
|---|---|---|---|---|---|---|---|---|---|
| | 1986 | 1987 | 1988 | 1989 | 1990 | EC | M | F/S/RT | G |
| **EAST SOUTH CENTRAL** | **$1,694.8** | **$1,814.6** | **$2,048.4** | **$2,193.8** | **$2,352.2** | **23,925** | **1,419.9** | **2,464.4** | **1,096.2** |
| **ALABAMA** | **413.6** | **444.1** | **493.3** | **525.0** | **556.5** | **6,327** | **385.6** | **613.4** | **316.7** |
| BIRMINGHAM | 140.8 | 162.3 | 180.3 | 191.9 | 203.4 | 2,309 | 58.5 | 190.5 | 62.8 |
| HUNTSVILLE | NA | NA | NA | NA | NA | 658 | 33.2 | 54.0 | 31.0 |
| MOBILE | 70.0 | 75.2 | 83.5 | 88.9 | 94.2 | 746 | 24.9 | 79.4 | 29.1 |
| MONTGOMERY | NA | NA | NA | NA | NA | 498 | 18.7 | 58.1 | 32.6 |
| TUSCALOOSA | NA | NA | NA | NA | NA | 317 | 10.2 | 20.6 | 20.8 |
| **KENTUCKY** | **280.2** | **308.7** | **351.4** | **380.8** | **415.5** | **5,559** | **281.5** | **611.7** | **250.6** |

## East South Central-continued

| | EW estimates | | | EW forecasts | | | in thousands | | |
|---|---|---|---|---|---|---|---|---|---|
| | 1986 | 1987 | 1988 | 1989 | 1990 | EC | M | F/S/RT | G |
| LEXINGTON-FAYETTE | 27.3 | 30.5 | 34.7 | 37.6 | 41.1 | 1,312 | 34.6 | 84.7 | 47.5 |
| LOUISVILLE | 90.4 | 101.0 | 114.9 | 124.6 | 135.9 | 1,836 | 87.1 | 226.5 | 63.3 |
| OWENSBORO | NA | NA | NA | NA | NA | 455 | 6.3 | 15.9 | 5.5 |
| **MISSISSIPPI** | **194.2** | **187.8** | **211.4** | **224.2** | **234.9** | **2,584** | **242.6** | **336.4** | **201.2** |
| JACKSON | 49.1 | 47.5 | 53.5 | 56.7 | 59.4 | 1,067 | 21.3 | 85.9 | 40.8 |
| **TENNESSEE** | **806.8** | **874.0** | **992.3** | **1,063.8** | **1,145.2** | **9,456** | **510.2** | **902.9** | **327.7** |
| CHATTANOOGA | 94.6 | 102.5 | 116.4 | 124.8 | 134.3 | 1,482 | 47.6 | 85.4 | 35.1 |
| JOHNSON CITY-KINGSPORT-BRISTOL | 59.8 | 64.8 | 73.6 | 78.9 | 84.9 | 599 | 54.5 | 64.4 | 23.9 |
| KNOXVILLE | 94.6 | 102.1 | 115.9 | 124.3 | 133.8 | 986 | 52.3 | 117.2 | 49.2 |
| MEMPHIS | 309.7 | 335.5 | 380.9 | 408.4 | 439.6 | 2,157 | 54.5 | 212.6 | 72.7 |
| NASHVILLE | 171.1 | 185.4 | 210.5 | 225.7 | 242.9 | 3,067 | 90.9 | 235.4 | 70.1 |

## West South Central

| | EW estimates | | | EW forecasts | | | in thousands | | |
|---|---|---|---|---|---|---|---|---|---|
| | 1986 | 1987 | 1988 | 1989 | 1990 | EC | M | F/S/RT | G |
| **WEST SOUTH CENTRAL** | **$4,023.4** | **$4,119.3** | **$4,569.5** | **$4,933.0** | **$5,244.2** | **45,316** | **1,537.4** | **4,764.7** | **1,955.9** |
| **ARKANSAS** | **233.8** | **232.0** | **249.9** | **271.6** | **291.2** | **2,757** | **234.1** | **357.7** | **155.6** |
| FAYETTEVILLE-SPRINGDALE | NA | NA | NA | NA | NA | 218 | 13.0 | 18.6 | 10.7 |
| FT. SMITH | NA | NA | NA | NA | NA | 161 | 25.9 | 30.7 | 8.3 |
| LITTLE ROCK-N. LITTLE ROCK | 141.2 | 146.1 | 157.4 | 171.0 | 183.4 | 829 | 35.3 | 114.1 | 47.5 |
| PINE BLUFF | NA | NA | NA | NA | NA | 113 | 6.5 | 13.5 | 7.5 |
| **LOUISIANA** | **604.1** | **620.8** | **704.6** | **697.1** | **739.6** | **8,433** | **171.8** | **677.8** | **317.2** |
| ALEXANDRIA | NA | NA | NA | NA | NA | 118 | 3.4 | 21.7 | 13.2 |
| BATON ROUGE | 66.0 | 67.8 | 77.0 | 76.1 | 80.8 | 2,494 | 19.5 | 99.4 | 54.3 |
| HOUMA-THIBODAUX | NA | NA | NA | NA | NA | 74 | 4.5 | 21.5 | 10.7 |
| LAFAYETTE | 42.2 | 43.4 | 49.3 | 48.7 | 51.7 | 625 | 6.8 | 39.2 | 12.7 |
| MONROE | NA | NA | NA | NA | NA | 308 | 7.1 | 26.2 | 11.4 |
| NEW ORLEANS | 242.2 | 248.9 | 282.5 | 279.5 | 296.5 | 2,972 | 43.6 | 268.7 | 87.2 |
| SHREVEPORT | 91.2 | 93.7 | 106.3 | 105.2 | 111.6 | 576 | 17.3 | 59.1 | 25.5 |
| **OKLAHOMA** | **280.8** | **278.5** | **300.0** | **306.4** | **307.4** | **3,850** | **163.9** | **515.8** | **254.5** |
| ENID | NA | NA | NA | NA | NA | 64 | 1.5 | 10.7 | 3.4 |
| LAWTON | NA | NA | NA | NA | NA | 83 | 3.7 | 13.9 | 11.9 |
| OKLAHOMA CITY | 106.3 | 105.4 | 113.5 | 115.9 | 116.3 | 1,365 | 49.4 | 191.8 | 98.8 |
| TULSA | 95.8 | 95.0 | 102.3 | 104.5 | 104.9 | 918 | 49.3 | 143.0 | 37.1 |
| **TEXAS** | **2,904.6** | **2,987.9** | **3,314.9** | **3,657.9** | **3,906.0** | **30,276** | **967.6** | **3,213.3** | **1,228.6** |
| ABILENE | NA | NA | NA | NA | NA | 288 | 5.0 | 25.0 | 9.1 |
| AMARILLO | NA | NA | NA | NA | NA | 258 | 9.0 | 36.8 | 13.6 |
| AUSTIN | 109.7 | 112.9 | 125.3 | 138.2 | 147.6 | 1,219 | 41.1 | 163.5 | 103.4 |
| BEAUMONT-PORT ARTHUR | 60.0 | 61.7 | 68.5 | 75.5 | 80.7 | 1,005 | 25.6 | 58.4 | 20.6 |
| BRAZORIA | NA | NA | NA | NA | NA | 2,023 | 16.0 | 18.3 | 11.6 |
| BROWNSVILLE-HARLINGEN | NA | NA | NA | NA | NA | 214 | 10.1 | 32.3 | 17.0 |
| BRYAN-COLLEGE STATION | NA | NA | NA | NA | NA | 215 | 3.5 | 18.5 | 22.3 |
| CORPUS CHRISTI | 73.2 | 75.3 | 83.5 | 92.2 | 98.4 | 816 | 11.5 | 57.8 | 28.1 |
| DALLAS | 1,047.3 | 919.7 | 1,020.3 | 1,125.9 | 1,202.3 | 5,947 | 221.5 | 708.4 | 153.7 |
| EL PASO | 92.6 | 95.2 | 105.6 | 116.5 | 124.5 | 588 | 40.0 | 80.3 | 41.6 |
| FT. WORTH-ARLINGTON | B | B | B | B | B | 2,579 | 121.1 | 246.8 | 69.9 |
| GALVESTON-TEXAS CITY | NA | NA | NA | NA | NA | 333 | 8.5 | 28.6 | 21.0 |
| HOUSTON | 980.3 | 1,225.1 | 1,418.6 | 1,565.4 | 1,671.6 | 6,841 | 157.4 | 732.8 | 196.0 |
| KILLEEN-TEMPLE | NA | NA | NA | NA | NA | 401 | 8.6 | 31.1 | 21.6 |
| LAREDO | NA | NA | NA | NA | NA | 69 | 1.9 | 16.0 | 9.8 |



## MOUNTAIN

ARIZONA
COLORADO
IDAHO
MONTANA
NEVADA
NEW MEXICO
UTAH
WYOMING

## PACIFIC

ALASKA
CALIFORNIA
HAWAII
OREGON
WASHINGTON

### ■ West South Central-continued

| | EW estimates | | | EW forecasts | | in thousands | | | |
|---|---|---|---|---|---|---|---|---|---|
| | 1986 | 1987 | 1988 | 1989 | 1990 | EC | M | F/S/RT | G |
| LONGVIEW-MARSHALL | NA | NA | NA | NA | NA | 262 | 15.6 | 27.1 | 8.6 |
| LUBBOCK | 44.6 | 45.8 | 50.8 | 56.1 | 59.9 | 461 | 7.7 | 48.8 | 21.9 |
| McALLEN-EDINBURG-MISSION | NA | NA | NA | NA | NA | 376 | 13.9 | 41.1 | 25.9 |
| MIDLAND | NA | NA | NA | NA | NA | 217 | 2.4 | 18.8 | 6.6 |
| ODESSA | NA | NA | NA | NA | NA | 413 | 4.0 | 17.7 | 7.5 |
| SAN ANGELO | NA | NA | NA | NA | NA | 183 | 5.5 | 16.4 | 7.3 |
| SAN ANTONIO | 175.1 | 180.1 | 199.8 | 220.5 | 235.4 | 2,204 | 48.2 | 267.5 | 122.7 |
| SHERMAN-DENISON | NA | NA | NA | NA | NA | 344 | 11.1 | 15.7 | 4.4 |
| TEXARKANA | NA | NA | NA | NA | NA | 201 | 7.4 | 19.0 | 12.5 |
| TYLER | NA | NA | NA | NA | NA | 135 | 10.7 | 29.5 | 9.6 |
| VICTORIA | NA | NA | NA | NA | NA | 93 | 3.1 | 13.2 | 5.1 |
| WACO | NA | NA | NA | NA | NA | 309 | 15.3 | 39.5 | 12.9 |
| WICHITA FALLS | NA | NA | NA | NA | NA | 244 | 8.2 | 22.7 | 9.8 |

## ■ Mountain

| | EW estimates | | | EW forecasts | | in thousands | | | |
|---|---|---|---|---|---|---|---|---|---|
| | 1986 | 1987 | 1988 | 1989 | 1990 | EC | M | F/S/RT | G |
| **MOUNTAIN** | **$1,402.8** | **$1,389.9** | **$1,496.0** | **$1,634.2** | **$1,698.2** | **24,519** | **638.7** | **2,909.2** | **1,108.6** |
| **ARIZONA** | **333.3** | **331.8** | **340.7** | **353.1** | **363.2** | **6,979** | **189.5** | **749.9** | **255.6** |
| PHOENIX | 228.4 | 231.0 | 237.2 | 245.8 | 252.8 | 5,067 | 138.9 | 509.0 | 130.2 |
| TUCSON | 77.2 | 76.9 | 78.9 | 81.8 | 84.2 | 1,160 | 29.0 | 130.2 | 55.8 |
| **COLORADO** | **437.4** | **417.6** | **446.5** | **494.0** | **494.5** | **6,483** | **190.5** | **718.9** | **278.1** |
| BOULDER-LONGMONT | C | C | C | C | C | 407 | 28.9 | 44.2 | 23.3 |
| DENVER | 349.4 | 335.5 | 354.9 | 401.3 | 429.9 | 3,680 | 95.6 | 417.1 | 130.0 |
| **IDAHO** | **101.0** | **105.6** | **120.6** | **136.9** | **154.4** | **1,192** | **59.5** | **158.5** | **78.5** |
| BOISE CITY | NA | NA | NA | NA | NA | 313 | 14.1 | 46.9 | 18.4 |
| **MONTANA** | **48.9** | **47.0** | **50.1** | **52.5** | **52.8** | **886** | **21.1** | **138.3** | **72.0** |
| **NEVADA** | **118.7** | **118.5** | **129.7** | **143.9** | **150.2** | **3,518** | **26.3** | **367.6** | **72.1** |
| LAS VEGAS | NA | NA | NA | NA | NA | 2,551 | 10.3 | 225.7 | 36.6 |
| RENO | NA | NA | NA | NA | NA | 678 | 9.0 | 90.9 | 17.7 |
| **NEW MEXICO** | **136.9** | **132.7** | **145.3** | **161.2** | **168.3** | **2,441** | **40.7** | **266.8** | **145.3** |
| ALBUQUERQUE | 53.7 | 52.1 | 57.0 | 63.3 | 66.1 | 1,333 | 20.5 | 131.8 | 48.0 |
| LAS CRUCES | NA | NA | NA | NA | NA | 151 | 3.6 | 15.9 | 17.2 |
| SANTA FE | NA | NA | NA | NA | NA | 176 | 1.6 | 25.8 | 22.5 |
| **UTAH** | **155.0** | **152.3** | **170.6** | **190.1** | **207.9** | **2,298** | **102.0** | **316.1** | **150.6** |
| PROVO-OREM | NA | NA | NA | NA | NA | 162 | 14.4 | 45.1 | 14.4 |
| SALT LAKE CITY-OGDEN | 98.7 | 97.0 | 108.7 | 121.1 | 132.4 | 1,670 | 66.0 | 120.8 | 97.7 |
| **WYOMING** | **71.7** | **84.4** | **92.4** | **102.5** | **107.1** | **722** | **9.1** | **193.2** | **56.4** |

## Pacific

| | EW estimates | | | EW forecasts | | in thousands | | | |
|---|---|---|---|---|---|---|---|---|---|
| | 1986 | 1987 | 1988 | 1989 | 1990 | EC | M | F/S/RT | G |
| **PACIFIC** | **$4,945.9** | **$5,153.7** | **$5,732.9** | **$6,459.7** | **$6,883.5** | **74,898** | **2,766.1** | **8,056.8** | **2,810.0** |
| **ALASKA** | **90.7** | **93.9** | **98.1** | **112.2** | **115.6** | **746** | **14.0** | **88.7** | **68.5** |
| **CALIFORNIA** | **3,849.7** | **3,955.6** | **4,417.3** | **4,945.3** | **5,260.6** | **58,189** | **2,161.8** | **6,189.7** | **2,033.5** |
| ANAHEIM-SANTA ANA | 491.5 | 505.0 | 563.9 | 631.4 | 671.6 | 7,576 | 257.7 | 604.8 | 124.3 |
| BAKERSFIELD | 48.5 | 49.9 | 55.7 | 62.4 | 66.4 | 1,190 | 10.4 | 68.9 | 42.5 |
| FRESNO | 93.6 | 96.2 | 107.4 | 120.3 | 127.9 | 972 | 22.3 | 101.1 | 49.6 |
| LOS ANGELES-LONG BEACH | 1,597.9 | 1,562.9 | 1,775.6 | 1,953.7 | 2,028.5 | 15,815 | 900.9 | 2,083.3 | 530.1 |
| MODESTO | NA | NA | NA | NA | NA | 592 | 23.8 | 49.6 | 19.1 |
| OAKLAND | D | D | D | D | D | 4,491 | 109.6 | 415.9 | 169.4 |
| OXNORD-VENTURA | 69.3 | 71.2 | 79.5 | 89.0 | 94.7 | 1,394 | 30.4 | 106.1 | 41.8 |
| RIVERSIDE-SAN BERNARDINO | 208.0 | 213.7 | 238.6 | 267.2 | 284.2 | 4,879 | 82.1 | 316.3 | 133.6 |
| SACRAMENTO | 88.4 | 90.8 | 101.4 | 113.5 | 120.8 | 2,690 | 42.0 | 280.4 | 181.4 |
| SAN DIEGO | 187.2 | 196.0 | 218.9 | 245.0 | 260.7 | 4,401 | 131.6 | 509.1 | 171.2 |
| SAN FRANCISCO | 686.7 | 682.1 | 758.4 | 789.1 | 816.7 | 3,731 | 80.5 | 560.6 | 139.5 |
| SAN JOSE | 264.1 | 271.4 | 303.1 | 339.3 | 360.9 | 3,770 | 273.7 | 367.6 | 88.2 |
| SANTA BARBARA-LOMPOC-SANTA MARIA | NA | NA | NA | NA | NA | 622 | 21.7 | 76.4 | 28.7 |
| SANTA ROSA-PETALUMA | NA | NA | NA | NA | NA | 477 | 19.7 | 62.2 | 24.1 |
| STOCKTON | 45.1 | 46.3 | 51.7 | 57.9 | 61.6 | 606 | 23.6 | 65.6 | 32.6 |
| VALLEJO-FAIRFIELD-NAPA | NA | NA | NA | NA | NA | 994 | 12.2 | 59.7 | 38.4 |
| **HAWAII** | **65.6** | **69.0** | **73.4** | **82.5** | **90.7** | **2,046** | **22.1** | **246.2** | **103.5** |
| HONOLULU | 45.7 | 48.1 | 51.2 | 57.5 | 63.3 | 1,596 | 16.6 | 152.2 | 86.8 |
| **OREGON** | **446.7** | **507.1** | **561.7** | **642.7** | **673.3** | **4,254** | **210.9** | **576.7** | **220.7** |
| EUGENE-SPRINGFIELD | NA | NA | NA | NA | NA | 347 | 20.6 | 53.4 | 24.5 |
| PORTLAND | 286.8 | 325.6 | 360.7 | 412.7 | 432.3 | 2,400 | 99.4 | 307.9 | 83.1 |
| SALEM | NA | NA | NA | NA | NA | 304 | 13.7 | 44.6 | 31.5 |
| **WASHINGTON** | **493.3** | **528.2** | **582.4** | **677.0** | **743.4** | **9,663** | **357.3** | **955.5** | **383.8** |
| SEATTLE | 283.4 | 303.4 | 334.6 | 388.9 | 427.0 | 5,062 | 213.4 | 481.7 | 141.6 |
| SPOKANE | 51.5 | 55.1 | 60.8 | 70.6 | 77.6 | NR | NR | NR | NR |
| TACOMA | 60.1 | 64.4 | 70.8 | 82.3 | 90.4 | NR | NR | NR | NR |

# NOTES TO THE REGIONAL FACTBOOK TABLES

PRODUCT MIX source: ELECTRICAL WHOLESALING survey conducted in 1989.

CUSTOMER MIX source: ELECTRICAL WHOLESALING's *1984 Data Base Directory of Electrical Wholesale Distributors.*

MARKET MIX source: ELECTRICAL WHOLESALING survey conducted in 1985.

ELECTRICAL WHOLESALERS' SALES: All sales figures have been benchmarked to the *1982 Census of Wholesale Trade* data for merchant wholesalers of electrical apparatus and supplies, S.I.C. 5063. Sales figures for 1986, 1987 and 1988 represent ELECTRICAL WHOLESALING's best estimates and were derived from ELECTRICAL WHOLESALING surveys conducted in the following year. Sales forecasts for 1989 and 1990 are based on electrical wholesalers' forecasts, gathered in an ELECTRICAL WHOLESALING survey conducted in July 1989. All sales figures in this report are our estimates and should be taken as reasonable approximations rather than as absolute fact. NA—no data was available on 5063 from which to estimate sales.

EMPLOYMENT sources: *Employment and Earnings,* U.S. Department of Labor, Bureau of Labor Statistics; *County Business Patterns: 1986,* U.S. Department of Commerce, Bureau of the Census. Data for electrical contractors' employees and for employment in retail trade estimated by ELECTRICAL WHOLESALING. NR—not reported.

## RECRUITING—continued

**Score applicant on these questions, from 1 (lowest rating) to 3 (highest rating):**

| | |
|---|---|
| Describe your sales experience: What did you sell? Who were the customers? How were your results measured? How well did you do? | 1 2 3 |
| Explain your experiences working over the telephone with customers—order taking, follow-up, expediting. | 1 2 3 |
| What do you like most about working on the telephone? | 1 2 3 |
| What did you like least about telephone work? | 1 2 3 |
| Why do you prefer a telephone sales job over outside sales? | 1 2 3 |
| What experience have you had in the electrical distribution industry or with the types of customers you would be selling to? | 1 2 3 |
| Describe some specific instances when you have worked under pressure. | 1 2 3 |
| What makes you think you are good at selling? | 1 2 3 |
| What training would you want to help you be successful at this job? | 1 2 3 |
| What experience have you had with writing letters or other types of correspondence? | 1 2 3 |
| What experience have you had in maintaining files and keeping records? | 1 2 3 |
| Why do you think you should be hired for this job? | 1 2 3 |

What are your salary requirements? _____

Names and telephone numbers of three business references and two personal references:

_____
_____
_____
_____
_____

Overall evaluation (comments and total points assigned):

_____
_____
_____

Required follow-up:
Send rejection letter: Yes _____ No _____
Schedule interview: Yes _____ No _____

Interview date: _____ Time: _____

cal telephone interview takes 30 minutes to one hour. If the position is advertised outside the company, most respondents will prefer to schedule interviews at times, such as weekends and evenings, that don't conflict with their jobs. The recruiting checklist accompanying this article offers examples of some questions.

Recruiting new people to any company is probably the most vital among a manager's tasks because people are a company's most important asset. The right person will be able to help set up this telephone sales function. He or she will be flexible, willing to try new things and helpful in making necessary changes. The wrong person will only take up your time and possibly end up being terminated. The objective should be to recruit the best possible person for the job. How fast you do it isn't the issue. You have lived without telephone sales until now. You can continue living without it until you recruit the right individual who will fit into your company and be committed to achieving your objectives.

Keep in mind these "don'ts" when recruiting staff:

Don't give the job to someone who doesn't want it.

Don't give the job to someone who doesn't have the time to do it right.

Don't give the job to someone who isn't interested in learning about your products and customers.

Don't give the job to someone who thinks it will be easy. □

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ECONOMIC UPDATE

# CENTRAL STATES

IN THE MIDWESTERN STATES, 1989 LOOKS LIKE A GREAT YEAR.

■ Electrical distributors in the Midwestern states expect solidly positive results in 1989, following what was for most states there a good performance in 1987 and a great year in 1988. The East North Central Region, consisting of Illinois, Indiana, Michigan, Ohio and Wisconsin, was up 15.7% in 1988; and distributors there anticipate an increase of 13.2% in 1989. Those in the West North Central states of Iowa, Kansas, Minnesota, Missouri, Ne-

## 1989 SALES FORECASTS

### ■ The Central states

| STATE | DISTRIBUTORS' FORECAST % CHANGE | EW SALES FORECAST ($millions) |
|---|---|---|
| ILLINOIS | +17.3% | $2,394.9 |
| INDIANA | +15.4% | 1,090.1 |
| IOWA | +11.0% | 354.6 |
| KANSAS | +8.2% | 634.0 |
| MICHIGAN | +8.3% | 1,504.5 |
| MINNESOTA | S | 690.0 |
| MISSOURI | +7.4% | 711.0 |
| NEBRASKA | +11.5% | 196.8 |
| NORTH DAKOTA | S | 155.7 |
| OHIO | +10.1% | 2,448.7 |
| SOUTH DAKOTA | S | 83.6 |
| WISCONSIN | +14.3% | 597.7 |

S—Insufficient returns

braska, North Dakota and South Dakota saw a 10.3% increase in 1988 and foresee 11.2% growth in 1989.

The East North Central Region contains some of the larger markets in the country for electrical products, namely Illinois (with $2.395 billion in distributor sales expected for 1989), Ohio (approximately the same size at $2.449 billion) and Michigan (with $1.504 billion). The West North Central Region, on the other hand, contains some of the smallest electrical product markets in the country, including South Dakota, North Dakota and Nebraska. All states, regardless of size, are anticipating positive growth for 1989.

Nationwide, electrical wholesalers forecast growth of 11.0% in 1989. If this prediction made in July of this year were to come true, it would mean that the industry will have experienced two years of fairly substantial growth rates. Sales in 1988 increased 11.4% for electrical distributors nationwide. □

ELECTRICAL WHOLESALING

We welcome expression of opinion from readers. Address all correspondence to: The Editor, Electrical Wholesaling, 1221 Avenue of the Americas, New York, N.Y. 10020

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